

# MEMO

**DATE:** February 7, 2008  
**TO:** Administration Committee and  
Regional Council  
**FROM:** Wayne Moore, Chief Financial Officer, (213) 236-1804, moore@scag.ca.gov  
**SUBJECT:** Amendment, Contracts and Purchase Orders between \$5,000 - \$250,000

## RECOMMENDED ACTION:

Information Only

## BACKGROUND:

### SCAG executed the following Contract(s) between \$5,000 and \$250,000

| <u>Vendor</u>      | <u>Contract Purpose</u>   | <u>PO Amount</u> |
|--------------------|---|------------------|
| Bay Area Economics | Consultant will analyze and describe housing, mixed use, Blueprint oriented development and commute solutions for workers in the four Westside cities | \$147,190        |

### SCAG executed the following Purchase Order(s) between \$5,000 and \$250,000

| <u>Vendor</u>                   | <u>PO Purpose</u>                                       | <u>PO Amount</u> |
|---------------------------------|---|------------------|
| Tele Atlas No America           | Annual license renewal street centerline                | \$47,800         |
| Gladstein, Neandross & Asso.    | Sponsorship of FFCA 2008 Conf.                          | \$25,000         |
| Regents of University of Calif. | Purchase of survey data                                 | \$24,140         |
| UCLA Extension Public Policy    | Sponsorship of Public Policy Symposium                  | \$10,000         |
| Data Processing Air Corp.       | Maintenance agreement for computer room air conditioner | \$5,541          |
| Daily Journal Corp.             | Publication of public notice RTP Draft                  | \$5,101          |

## FISCAL IMPACT:

None. Funding is available.

Reviewed by: *Anthony Morgan*  
Division Manager

Reviewed by: *Wayne Moore*  
Chief Financial Officer

## **CONSULTANT CONTRACT**

**Consultant:**

Bay Area Economics

**Scope:**

The Westside Cities Workforce Housing Study is intended to be an in-depth analysis of issues and potential solutions to the challenge of housing workers near their place of work. Shortening commute distances and encouraging transit ridership bring numerous benefits to the region, including reduced vehicle miles traveled (VMT), reduced air pollution and greenhouse gas emissions, and reduced traffic congestion. For individual households, living near one's place of work can also increase time for non-commute activities, and reduce household expenses.

The focus of the study will be on analyzing and describing housing, mixed use, Blueprint oriented development and commute solutions for workers in the four Westside cities, especially those workers that earn between 60 and 120 percent of Area Median Income (AMI). Very low income households (up to 60 percent of AMI) served by affordable rental housing programs will also be described for analytical purposes, but will not be the focus of research.

The study will involve data collection and analysis that will compile a complete profile of workforce households using various indicators including income distribution, occupation, and location by place of work and place of residence. The analysis will also include a review of all related background materials and studies including SCAG Compass 2% Area maps, prior housing summit presentations, and TOD strategies.

Using these findings, the Consultant will prepare up to five case studies of workforce housing initiatives in the Los Angeles region as well as throughout the nation. The case studies will be selected to highlight program initiatives, such as buyer assistance, and new unit production through partnerships. The Consultant will then prepare a profile these case studies in a draft memorandum and outline their outcomes and strategies. In addition to the case studies, the Consultant will recruit and facilitate two focus groups of area large employers and housing developers to gather further examine workforce housing strategies.

The Consultant will then identify development constraints and feasibility implications of the various strategies studied and discussed. To illustrate the financial challenges to develop workforce housing, the Consultant will develop up to five prototype housing project examples and prepare a sensitivity analysis for comparison among the four cities.

The Consultant will also provide an inventory of incentives and potential funding sources to meet the direct needs of large employers. This task will also include a discussion of existing workforce housing investment funds and other funding sources and strategies. They will also develop a detailed set of implementation strategy options customized each of the Westside Cities that will be organized according to special topics arising from research such as replicable strategies and reducing VMT. These findings along with strategy analysis and implementation options will be discussed in a final report and presentation.

|                         |                                       |                  |
|-------------------------|---------------------------------------|------------------|
| <b>Contract Amount:</b> | <b>Total not to exceed</b>            | <b>\$147,190</b> |
|                         | Bay Area Economics (prime)            | \$109,002        |
|                         | Goldfarb & Lipman LLP (subcontractor) | \$38,188         |

**Contract Period:** January 4, 2008 through January 4, 2009

|                      |              |          |   |
|----------------------|--------------|----------|---|
| <b>Work Element:</b> | 08-065.WSTC1 | \$80,954 | Funding Sources: Consolidated Planning Grant – FTA & In-Kind                                |
|                      | 08-065.WSTC1 | \$66,236 | Funding Source: Consolidated Planning Grant – subject to approval of SCAG’s FY 08-09 budget |

**Request for Proposal:** SCAG staff notified 472 firms of the release of RFP No. 08-006. The RFP was also advertised on Lawley Publications’ website, the Planning Magazine’s website, and posted on SCAG’s bid management system. A total of 24 firms downloaded the RFP. The following two proposals were received in response to the solicitation:

|   |           |
|---|-----------|
| Bay Area Economics (1 subcontractor)      | \$147,190 |
| Solimar Research Group (4 subcontractors) | \$148,462 |

**Selection Process:** The Proposal Review Committee (PRC) evaluated the two proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with both offerors.

The PRC was comprised of the following individuals:

Ma’Ayn Johnson, Associate Regional Planner, SCAG  
 Liz Bar-El, Senior Planner, City of Santa Monica  
 Peter Noonan, Associate Planner, City of Beverly Hills  
 Francie Stefan, Senior Planner, City of West Hollywood  
 Joe Mendevil, Associate Planner, City of Culver City  
 Wilford Melton, Chief, Community Based Planning Branch, Caltrans

**Basis for Selection:**

The PRC committee recommends Bay Area Economics for the contract award because of the firm's qualifications to fulfill the requirements of the project. Bay Area Economics is willing and able to meet the highly demanding requirements of this project within a very limited budget. They are committed to collecting the appropriate data and analyzing potential strategies as outlined in the scope of work. They will be able to do this since they have expertise in affordable and workforce housing economics and sustainable communities. Their survey approach of area large employers will create a replicable model of involvement and engagement with employers on crucial workforce housing issues.

Bay Area Economics has had significant experience with regional housing and economic development in the past and is very knowledgeable about key workforce housing issues facing the subregion. They have performed numerous studies that covered key issues such as transit-oriented development, inclusionary zoning, and affordable housing for a large number of municipalities, particularly the City of San Francisco, the City of San Jose, and the County of Santa Barbara. They have also won many awards for excellence for their projects from the American Planning Association of the Congress for New Urbanism. They are qualified to fulfill the overall objective of this study, which is to effectively define the issues, constraints, and opportunities for workforce housing in the Westside Cities subregion.